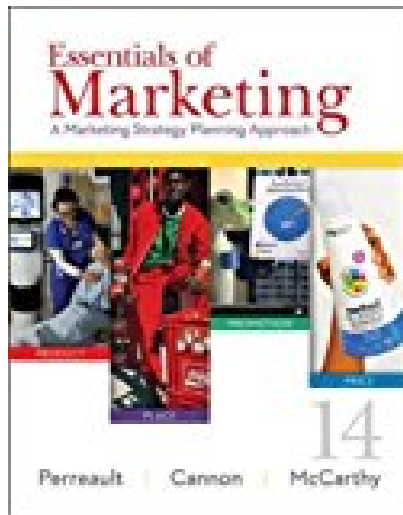


Essentials of Marketing A Marketing Strategy Planning Approach



BOOK DETAILS

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- Pages : 768 Pages
- Publisher : McGraw-Hill Education
- Language : English
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BOOK SYNOPSIS

Marketing's pillar "Four Ps" framework was first introduced by Jerome McCarthy in the 1960s. Its managerial orientation and practical "How-To-Do-It" strategy planning approach continues with this newest 15th edition of *Essentials of Marketing: A Marketing Strategy Planning Approach*. *Essentials of Marketing* prepares students for success by teaching skills through examples, explanations, frameworks, models, classification systems, cases, and practical "how-to" techniques geared toward increasing analytical abilities and helping students figure out how to do a superior job of satisfying customers. Special topics like relationship marketing, international marketing, services marketing, marketing and the Internet, marketing for nonprofit organizations, ethics, social issues, and business-to-business marketing are integrated throughout. Additional resources further enhance learning, including an online Marketing Plan Coach that helps students create meaningful marketing plans, updated instructor supplements, and Perreault/Cannons regularly updated teachthe4ps.com and learnthe4ps.com blogs. Perreault/Cannons *Essentials of Marketing* is available through McGraw-Hill Connect®, a subscription-based learning service accessible online through personal computer or tablet. A subscription to Connect includes the following:

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